

## **REMARKS**

### **The Office Action**

Claims 1-4, 5-10 and 17 stand rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claims 1, 3-5, 7-11 and 17 stand rejected under 35 U.S.C. §102(e) as being anticipated by Bain (U.S. Patent Publication No. 2001/0053997).

Claims 2, 6 and 12 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bain.

Claims 13-16 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Bain in view of Dorff, et al. (U.S. Patent Publication No. 2001/0025263, hereinafter merely referred to as Dorff).

### **Summary of Amendments to the Claims**

Claims 1-11 have been canceled with prejudice or disclaimer of the subject matter contained therein.

Claims 12 has been amended to depend from claim 17 which has been placed in independent format.

New claims 18-28 have been added.

### **Comments/Arguments**

The rejection of claim 17 under 35 U.S.C. §112, second paragraph, is traversed. Notably, the Office Action provides no support for such a rejection. Presumably, claim 17 was listed in the rejection erroneously. However, Applicants submit that claim 17 is definite and particularly points out and distinctly claims the subject matter which the Applicants regard as their invention. Accordingly, the rejection should be withdrawn.

Moreover, the rejection of claim 17 under 35 U.S.C. §102(e) is also traversed. Again, the Office Action provides no support for the alleged rejection. More specifically, claim 17 expressly calls for "customizing means for a representative of an affinity group to create a customized web site for the affinity group." Nowhere does Bain explicitly disclose

or even fairly suggest such customizing means. Notably, the Office Action has not even alleged that Bain discloses the foregoing element. In short, the Office Action fails to substantively address claim 17 at all. It is axiomatic that for a reference to anticipate a claim, it must teach each and every element in the claim. Clearly, Bain fails to teach each and every element of claim 17. Accordingly, it is respectfully submitted that claim 17 distinguishes patentably over reference, along with claims 12-16 and 18-23 that depend therefrom.

New independent claim 24 also distinguishes patentable over the references of record, along with claims 25-28 which depend therefrom. Notably, claim 24 is directed to a method of creating a customized shopping portal for an affinity group. Neither Bain nor Dorff (either along or in combination) expressly teach or fairly suggest the claimed method. On the contrary, Bain and Dorff are merely directed to the operation and/or functioning of their respective systems. Neither one addresses the dynamic creation of affinity shopping portals.

### CONCLUSION

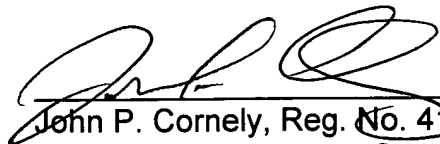
For the reasons detailed above, it is respectfully submitted that all the claims remaining in the application are now in condition for allowance.

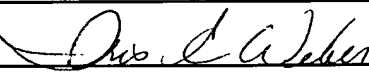
Respectfully submitted,

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